

Fashion Calendar 1947

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minutes changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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STORES TO CLOSE ON SATURDAY, JULY 5TH

MOST NEW YORK STORES WILL BE CLOSED ON SATURDAYS DURING THE SUMMER. STORES WHICH WILL REMAIN OPEN ON SATURDAYS DURING THE SUMMER, BUT WHICH WILL BE CLOSED ON JULY 5TH, ARE GIMBEL'S, HEARN'S, KLEIN'S, OHRBACH'S, AND SAKS 34TH STREET.

WEEK BEGINNING MONDAY, JULY 7, 1947

Monday July 7 3:00 P.M.	INFORMAL FASHION SHOW AT GARDEN FETE Showing of vacation clothes, including beachwear, afternoon ensembles and resort evening wear during the annual Atlantic City "Hydrangea Festival" held in the fountain garden in front of the Hotel Claridge in Atlantic City, N. J. Publicity: Marie H. Gatter (Telephone: Philadelphia, Rittenhouse 6-4000, Ext. 548.)	N. SNELLENBERG & CO. PHILADELPHIA	HOTEL CLARIDGE ATLANTIC CITY, N.J.
Monday July 7 4:30 P.M. Cocktails	FALL AND WINTER MILLINERY COLLECTION Florence Reichman will present her new Fall and Winter millinery collection to the press at a preview at 4:30 P.M. Attendance by invitation only. Contact: Florence Reichman, PL. 8-1525.	FLORENCE REICHMAN	1 WEST 57TH STREET SALON
Beginning Monday July 7	RESORT COLLECTION OF NOVELTY FABRICS Showing of the new resort collection for 1947-48, featuring novelty fabrics available for the first time since the war. Also, a complete collection of new prints by artists Vertes, Dali and Bemelmans. By appointment only. Publicity: Pauline Alper, PE. 6-7066.	WESLEY SIMPSON, INC.	215 WEST 40TH STREET SHOWROOM
Beginning Monday July 7	SHOWING OF NEW FALL SCARF COLLECTION First showing of the new Fall scarf collection featuring new designs. By appointment only. Publicity: Rosalie Curtis, PE. 6-7066.	WESLEY SIMPSON, INC.	215 WEST 40th STREET SHOWROOM
Week Of July 7	FIRST ANNUAL STORE MODERNIZATION SHOW Retail executives, architects, industrial designers, builders, etc. will participate in a series of 12 daily merchandising clinics for retailers in major trade classifications, directed by leaders from these fields, and covering store layout, merchandise arrangement, lighting, window and interior display and sales training. Hours for exhibits are from 2:00 P.M. until 10:00 P.M. Monday; from 11:00 A.M. to 10:00 P.M. Tuesday, Wednesday, Thursday and Friday; and from 11:00 A.M. to 6:00 P.M. Saturday. Managing Director: John W. H. Evans. Registration cards from Store Modernization Show, Inc., 20 East 55th St. Press by invitation. Publicity: Banner & Greif, PL. 8-0535, or EL. 5-8211.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 7- July 25	TENTH ANNUAL TEXTILE REFRESHER COURSES Tenth annual refresher courses in textiles and testing techniques held at the main laboratories of the U.S. Testing Co. Class under the direction of James Giblin, head of the Textile Design Department of the New Bedford Textile Institute. Lectures, demonstrations, and practice sessions will cover all phases of analyses on textiles and related merchandise, with special emphasis on the various processing of textile finishing and dyeing. Contact: A. L. Brassell, Vice-President, U. S. Testing Co., Hoboken, N. J.	UNITED STATES TESTING COMPANY	HOBOKEN NEW JERSEY
Tuesday July 8 11:00 A. M.	FALL SHOWING OF MILLINERY COLLECTION Walter Florell's Fall and early Winter Millinery collection will be presented to the press. (Cold buffet served after the show). Attendance by invitation only. Contact: Miss Jean, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET SALON
Cancelled July 8	THE MME. REINE MILLINERY SHOWING FOR THE PRESS, ORIGINALLY SCHEDULED FOR TUESDAY, JULY 8, AT 3:00 P.M., HAS BEEN CANCELLED. COLLECTION MAY BE SEEN NOW BY APPOINTMENT. Contact: Viola Sanders, PL. 3-0940.		
Tuesday July 8 4:00 P.M.	MINT JULEP PARTY FOR NORWEGIAN DESIGNER John Walther will introduce the Norwegian designer FREDRIKKE and present her Fall collection at a mint julep party in the Jonval Couture Showroom at 15 East 47th St. Juleps at 4:00 P.M. Showing at 4:30 P.M. Attendance strictly by invitation. Publicity: Elena Turner, John Walther Fabrics, Inc., LO. 5-3330.	JOHN WALTHER	JONVAL COUTURE 15 EAST 47TH ST.
Tuesday July 8 4:00 P.M.- 6:00 P.M. Cocktails	"MISS IN-BETWEEN" FASHION SHOWING Press party and fashion show in the Preview Room of the Monte Carlo, to be given by "Mr. In-Between", manufacturer of half-size suits for women, to introduce "Miss In-Between", chosen by artist Russell Patterson. Attendance by invitation only. Publicity: Betty Law, Frank Law Associates, VA. 6-4142.	MURRAY SICES CORP. (252 WEST 37TH ST.)	MONTE CARLO MADISON AT 54TH ST.
Wednesday July 9 11:00 A.M. Brunch	BRUNCH AND PREVIEW OF MILLINERY COLLECTION Brunch and preview of Laddie Northridge's Fall and Winter hat collection for the press. Strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Wednesday July 9 12:30 P.M. Luncheon	TRADE SHOWING OF NEW NECKWEAR Showing for buyers of new accessories for Fall and Winter. Commentator: Frances Hughes, Special Projects Editor, "Mademoiselle"; Associate Editor, "Fashion Calendar." Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Publicity: Dora Miller, LO. 3-4285.	NAT'L WOMEN'S NECKWEAR AND SCARF ASS'N. INC.	HOTEL PIERRE COTTILLION ROOM
Wednesday July 9 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Press preview of Braagaard's Fall Millinery Collection. Attendance by invitation only. Publicity: Dorothy Lansing, PL. 8-3145.	BRAAGAARD	17 WEST 57TH STREET SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 10 9:30 A.M. Breakfast	PRESS PREVIEW: FALL AND WINTER MILLINERY Press breakfast and preview of Mary Goodfellow's Fall and Winter millinery at the Sherry Netherlands Vanity Fair Room. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	MARY GOODFELLOW	SHERRY NETHERLANDS VANITY FAIR ROOM
Thursday July 10 11:00 A. M.	PRESS SHOWING OF FALL MILLINERY Grosvenor Modes Inc. presents a showing of Advance Fall Millinery by Edward Paine. Attendance by invitation only. Contact: Hugh Geiffert, BU. 8-2292.	GROSVENOR MODES, INC.	53 EAST 67TH STREET SALON
Thursday July 10 4:30 P.M. Cocktails	PRESS SHOWING: NEW FALL POWDER CASES Private showing for the press of the new Fall line of Wadsworth Powder Cases at a "Signature Party". Attendance by invitation only. Publicity: Billi Rubin, The Wesley Associates, MU. 6-7077.	WADSWORTH WATCH CASE COMPANY	WALDORF-ASTORIA PERROQUET SUITE
Friday July 11 10:00 A.M. Breakfast	MILLINERY SHOWING FOR THE PRESS Emme will present a breakfast showing of her new millinery collection. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	EMME	21 EAST 56TH STREET SALON
Beginning Friday July 11 10:00 A.M.; 1:00 P.M.	FREE HAIR CLINICS LECTURES, PRACTICE Victor Vito, hair stylist, will conduct a free hair clinic, on Fridays only, to teach women to know a good hairdresser from a poor one, or to be entirely self-sufficient if they prefer doing their own hair. In a two-hour period for children in the morning, and for women from 16 to 30 in the afternoon, Victor's subjects will learn how to style and care for their own hair. No pupil of Victor Vito's free clinic is ever permitted to become his customer. Open to public. Contact: Victor Vito, PL. 3-3404.	VICTOR VITO	1 WEST 57TH STREET
Saturday July 12 11:00 A.M.- 12:00 Noon	FUR FASHION PRESENTATION Showing of a variety of furs by Gimbel's in coats, capes, stoles, neck-pieces. Dresses from specialty corner will be coordinated with these furs. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	3RD FLOOR
Week Of July 14	NINTH NATIONAL PRESS WEEK Fashion editors from leading newspapers of the United States and Canada will be in N. Y. during the week of July 14, for the Ninth National Press Week. They will see couture collections from N. Y. Dress Institute designers, to be shown daily. By invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK CITY
Monday July 14 8:00 A.M.- 11:00 A.M. Breakfast	"CHRISTMAS IN JULY" BREAKFAST FOR PRESS La Cross's annual "Christmas In July" breakfast (complete with Santa Claus, creamed turkey, and cranberry sauce!), presenting a press preview of their Christmas line...new "Naylon" nail enamel sets...new "Naylon" lipsticks...new La Cross manicure implement kits for men and women. Attendance by invitation only. Publicity: Sophie Goode, VA. 6-0295.	LA CROSS	630 FIFTH AVENUE INTERNATIONAL BLDG.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday July 14 3:00 P.M.- 4:45 P.M. Cocktails	FABRIC SHOWING FOR VISITING PRESS Cocktail party and informal showing for the out-of-town press of Hafner Fall Fashion Fabrics and Advance Resort Fashions. Attendance by invitation only. Publicity: Eloise Davies, CH. 4-8767.	HAFNER ASSOCIATES INC.	EMPIRE STATE BLDG. ROOM 1824
Monday July 14 4:15 P.M. Cocktails	ACCESSORIES SHOW FOR VISITING PRESS Semi-annual accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs---for local and out-of-town press at a cocktail party. Showing promptly at 5:00 P.M. Attendance strictly by invitation. Publicity: Ann R. Silver Associates, MU. 2-3633.	ARIS; CORO; CRITERION; GLENTEX	WALDORF-ASTORIA SERT ROOM
Monday July 14 4:30 P.M.- 6:30 P.M. Cocktails	SHOWING OF NEW HAIRSTYLES TO PRESS Guro will demonstrate his basic, convertible foundation hairstyles that conform to the new silhouette in fashion. For local and out-of-town press, by invitation only. Publicity: Nona James, VO. 5-3440.	GURO	COLONY RESTAURANT 667 MADISON AVENUE
Monday July 14 5:30 P.M.	FASHION SHOW FOR VISITING PRESS Emily Wilkens will present her Young Originals collection to the out-of- town press. Attendance strictly by invitation. Publicity: Eleanor Lambert, Pl. 5-8580.	EMILY WILKENS	HAMPSHIRE HOUSE COTTAGE
Monday July 14 6:00 P.M. Cocktails	MILLINERY SHOWING FOR VISITING PRESS Cocktails and fashion showing of Fall and Winter millinery for out-of-town press. Attendance strictly by invitation. Publicity: Elizabeth Maher Associates, EL. 5-4248.	LADDIE NORTHRIDGE	1 WEST 57TH STREET SALON
Monday July 14 7:00 P.M. Supper	SHOWING OF FASHIONS FOR VISITING PRESS Buffet supper and showing for out-of-town press of William Bass' Fall Collection. Attendance strictly by invitation.	WILLIAM BASS	530 SEVENTH AVENUE SHOWROOM
Week Of July 14	MAIN FALL SHOWINGS OF GUILD SHOE LINES Main Fall showings of shoes to include new Fall trends in daytime, after- noon, cocktail and evening types; special winter promotion shoes; re-sizing of shoes purchased for early Fall delivery. Shoes being bought for deliv- ery in September, October and November. This showing part of five showings yearly, program of the Guild. The member firms of The Guild of Better Shoe Manufacturers are: Cangemi, Inc.; Thos. Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino.; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf's Sons, Inc. (Lupine); Morris Wolock Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Secy., 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
July 14	FIFTH INTERNATIONAL CONGRESS OF PEDIATRICS (July-July 17) at Waldorf- Astoria. Contact: Henry Helmholtz, Mayo Clinic, Rochester, Minn.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 15 8:00 A.M. Breakfast	NEW ACCESSORIES AT PRESS BREAKFAST New accessories for Fall and Winter will be shown to the out-of-town fashion press during breakfast. Attendance strictly by invitation. Publicity: Dora Miller, LO. 3-4285.	NAT'L WOMEN'S NECKWEAR AND SCARF ASS'N, INC.	HOTEL COMMODORE EAST BALLROOM
Tuesday July 15 9:00 A.M. Breakfast	FALL MILLINERY BREAKFAST CLINIC Semi-annual clinic of the Millinery Merchandising Executives' Association, with experts in the fashion, merchandising and business worlds discussing trends, problems and developments. Virginia Pope, fashion editor, New York Times, will act as director of the Clinic. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY MERCHANDISING EXECUTIVES' ASSOCIATION	WALDORF-ASTORIA SERT ROOM
Tuesday July 15 4:00 P.M. Cocktails	PRESS SHOWING OF INTIMATE APPAREL Showing of underwear and intimate apparel. For out-of-town press, strictly by invitation. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Publicity: Dora Miller, LO. 3-4285.	EMBROIDERY MNFRS. ASSOCIATION	HOTEL PIERRE COTILLION ROOM
Tuesday July 15 4:15 P.M. Cocktails	TRADE SHOWING OF NEW ACCESSORIES Buyers, merchandise men, fashion coordinators of stores throughout the country will be invited to an accessories showing by Aris Gloves, Coro Jewelry, Criterion Belts, Glentex Scarfs. Showing promptly at 5:00 P.M. Strictly by invitation. Publicity: Ann R. Silver Associates, MU. 2-8633.	ARIS; CORO; CRITERION; GLENTEX	HOTEL PLAZA GRAND BALLROOM
Tuesday July 15 4:30 P.M. Cocktails	FALL COLLECTION FOR VISITING PRESS Showing of Norbert Jay's new Fall fashions, with millinery by Mme. Lenesta. For out-of-town editors, by invitation only. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Publicity: Nona James, VO. 5-3440.	NORBERT JAY	HOTEL PIERRE SUITE 3
Thursday July 15 5:00 P.M.	MALE-TESTED FASHION SHOW Presentation of Winter Coats at Cosmopolitan's male-tested fashion show. Attendance strictly by invitation. Under direction of Hinda Gould, fashion editor, CO. 5-7300.	COSMOPOLITAN MAGAZINE	STORK CLUB BLESSSED EVENT ROOM
Tuesday July 15 5:30 P.M. Cocktails	MILLINERY SHOW FOR VISITING EDITORS Walter Florell will have a cocktail party for out-of-town fashion editors to present his Fall millinery collection. Attendance by invitation only. Contact: Miss Jean, PL. 5-0895.	WALTER FLORELL	29 EAST 53RD STREET SALON
Tuesday July 15 5:30 P.M.	MILLINERY SHOW FOR OUT-OF-TOWN PRESS The out-of-town editors have been invited to a millinery presentation by Lilly Dache. <u>Attendance strictly by invitation.</u> Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday July 15 7:00 P.M. Dinner	MILLINERY FASHION SHOW AND DINNER Fall millinery fashion presentation by the Millinery Stabilization Commission and Millinery Fashion Bureau, the semi-annual industry showing for buyers, retailers and the fashion press. The following 60 milliners will present new trends in hats: UPTOWN MILLINERS -- Anita Andra, Braagaard, Hattie Carnegie, Chanda, Bernice Charles, Lilly Dache, delle Donne, Emme, Peg Fischer, Walter Florell, Germaine Montabert, Gladys & Belle, Mary Goodfellow, Harryson Hats, Mago Hayes, G. Howard Hodge, Irene, Jeanne Tete, John-Frederics, Lenesta, Miriam Lewis, Edgar J. Lorie, Milgrim Hats, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Marion Valle, Sally Victor, Vogue Hats. <u>VOLUME MILLINERS</u> -- Alba, Alfreda, Amrose, Berkley, Brandt Millinery, Joe Cohn, Croyden, Elizabeth Hat Co., Flanzig Bros., Oscar Friedman, Harry Furst, B. J. Goldenberg, Goldston-Weber, Greenstein & Flaum, Harry Hikand, Lesser-Iasoff, Luxor, Walter K. Marks, Millinery Fashion Creators, Frances & Walter Nelkin, O'Connell Hat Co., Frank Palma, Parfait Hats, David Rothman, Morris Schachter & Co., Schoen Hats, Schwartz & Rosenfeld, William Silverman, Woodmere Hat Co., Bernard Workman. Reservations: Dinner and show, \$16.50; Mezzanine, show only, \$8.50. Show at 8:30 P.M. For tickets, contact: Millinery Stabilization Commission, 1450 Broadway, CH. 4-6547. Press strictly by invitation. Publicity: Mary Kelley, Millinery Fashion Bureau, MU. 2-2603.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	HOTEL ASTOR GRAND BALLROOM
Wednesday July 16 8:00 A.M. Breakfast	MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Fall Forecast Millinery Showing for out-of-town press only, with a showing of hats by the following milliners: ANITA ANDRA, BRAAGAARD, HATTIE CARNEGIE, LILLY DACHE, EMMIE, PEG FISCHER, WALTER FLORELL, MARY GOODFELLOW, MAGO HAYES, IRENE, JOHN-FREDERICS, LENESTA, EDWARD PAINE, MME. PAULINE, LADDIE NORTHRIDGE, SUZANNE-REMY, FLORENCE REICHMAN, MME. REINE, SALLY VICTOR. <u>MILLINERY CREATORS GUILD</u> : BERNICE CHARLES, HARRYSON HATS, G. HOWARD HODGE, JEANNE TETE, MILGRIM, GERMAINE MONTABERT, EDGAR J. LORIE, VOGUE-GARFUNKEL MAKERS. Also, DOBBS HATS. (Jewelry by Castlecliff. Publicity: Dorothy Lansing, PL. 8-3145.) Attendance strictly by invitation. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE WEST BALLROOM
Wednesday July 16 11:00 A.M.	PRESS PREVIEW OF CUSTOM MILLINERY Jay Thorpe's showing for the press of custom millinery for Fall and Winter. Attendance by invitation only. Publicity: Audrey Davis, CI. 7-4300.	JAY THORPE	24 WEST 57TH STREET
Wednesday July 16 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING Subjects: "Career-- Privilege or Penalty?" Speaker: Dr. Marynia F. Farnham, M. D., psychiatrist and co-author with Ferdinand Lundberg of <u>Modern Woman: The Lost Sex</u> , "the best seller every career woman is talking about." Chairman, Program Committee, Eleanor Pollock. Price: \$3.50 for members; \$3.75 for guests. (Including tax and tip). Unlimited guest privilege. Reservations close Tuesday, July 15, 5:00 P.M. Must be paid for if not cancelled by then. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP (9 ROCKEFELLER PLAZA)	HOTEL ROOSEVELT BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday July 16 3:00 P.M.- 5:00 P.M. Cocktails	FALL COLLECTION FOR VISITING PRESS Harold Susman will introduce Jennifer at a cocktail party for the out-of-town press, and will show a few of the highlights from their first Fall collection of costumes, ensembles and dresses for street, afternoon and dinner wear. Attendance by invitation only. Publicity: Hilda Kassell, PL. 0-2917.	HAROLD SUSMAN INC. DESIGNS BY JENNIFER	498 SEVENTH AVENUE 8TH FLOOR
Wednesday July 16 3:30 P.M.	ADVANCE COLLECTION OF "JEWELS BY TRIFARI" Presentation of "Jewels by Trifari" to visiting editors and local press. Attendance by invitation only. Publicity: Viola Shefer, PL. 3-3173.	TRIFARI, KRUSSMAN & FISHEL	377 FIFTH AVENUE SHOWROOM
Wednesday July 16 4:30 P.M.- 6:30 P.M.	"DANCING DIAMONDS" The press has been invited to act as extras in the cafe scene for the production of "Dancing Diamonds" with Fred Astaire Dancers. Advance Fall showing of new diamond jewelry fashions by Frank S. Hartley and Marc Koven. New ballet-ballroom dresses by Ceil Chapman. Attendance by invitation only. Publicity: Mrs. Shanley, N. W. Ayer & Sons, Inc., CI. 6-0200.	N. W. AYER & SON, INC.	AMBASSADOR HOTEL TRIANON ROOM
Wednesday July 16 5:30 P.M.	FASHION PRESENTATION FOR VISITING EDITORS Jane Derby will present her new Fall Fashions to the out-of-town press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	JANE DERBY	HOTEL PIERRE COTILLION ROOM
Thursday July 17 10:30 A.M.	FALL AND WINTER MILLINERY COLLECTION Presentation of John-Frederics' new Fall and Winter millinery collection to the press. By invitation only. Publicity: Ruth Ann French, PL. 3-1010.	JOHN-FREDERICS	29 EAST 48TH STREET SALON
Thursday July 17 3:30 P.M. Champagne	FALL SHOWING FOR VISITING PRESS Champagne Party for out-of-town fashion press and showing of Fall Collection of Varden Petites and Casuals. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison Inc., MU. 3-1267.	VARDEN DRESS INC.	530 SEVENTH AVENUE SHOWROOM
Thursday July 17 4:00 P.M.- 7:00 P.M.	"JOHN BULL SESSION" Jaeger of London will show its Fall and Winter collection of tweeds and woolens to New York and out-of-town fashion press. Attendance by invitation only. Publicity: Peter McDonnell, Inc., CH. 4-8850.	JAEGER OF LONDON	5 EAST 40TH STREET
Thursday July 17 4:15 P.M.	SHOW FOR VISITING PRESS BY SCHWARTZ & BLUESTEIN Haute couture in Precious Furs--presenting Fredrica's newest and most stimulating Fall and Winter fur collection at a Mint Julep Party for the out-of-town editors. Attendance by invitation only. Contact: Peg Wilson, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE 16TH FLOOR
Thursday July 17 5:00 P.M.	JUNIOR FASHION SHOW FOR VISITING EDITORS Showing of "Junior Mix and Match" fashions by Tilly Schanzer to be presented in her showroom to out-of-town editors during cocktails. Attendance by invitation only. Publicity: Dora Miller, LO. 3-4285.	TILLY SCHANZER	498 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday July 17	PUBLICATION DATE: HOMEMAKING BOOK "How To Make Your House A Home" -- advice to the young homemaker on planning furniture arrangements and color schemes, with suggestions for painting and papering walls, laying linoleum or asphalt tiles, buying furniture, renovating old furniture, etc. Price: \$4.00. Publicity: Eleanor Kask, LE. 2-7850.	KAY HARDY	FUNK & WAGNALLS CO. 153 E. 24TH STREET
Friday July 18 3:30 P.M. Champagne	FALL COLLECTION FOR VISITING PRESS Paul Parnes will present his Fall Collection at a Champagne Party for out-of-town editors. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 3-1267.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Friday July 18 6:00 P.M. Buffet Supper	BOAT RIDE FOR VISITING PRESS The fashion press has been invited to go on a boat ride around Manhattan Island, from 7:00 P.M. to 9:00 P.M., with cocktails and buffet supper served on the boat. Attendance strictly by invitation.	DAVID CRYSTAL	AROUND NEW YORK CITY
Saturday July 19 9:30 A.M. Breakfast	MILLINERY SHOWING FOR VISITING EDITORS Sally Victor will have her regular semi-annual millinery fashion show and breakfast for the out-of-town press. Attendance strictly by invitation. Contact: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET SALON
Saturday July 19 11:00 A.M.	SHOWING FOR OUT- OF-TOWN PRESS Showing of Philip Mangone's Fall Collection to visiting editors, followed by luncheon. Attendance strictly by invitation.	PHILIP MANGONE	500 SEVENTH AVENUE SHOWROOM
Saturday July 19 1:30 P.M.	FALL SHOWING FOR OUT-OF-TOWN PRESS Monte Sano and Pruzan will present their Fall Collection of coats and suits to the out-of-town press. Attendance by invitation only. Contact: Vincent Monte Sano, Jr., BR. 9-8663.	MONTE SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM
Monday July 28- August 1	FALL OPENINGS OF LONDON STYLISTS The Incorporated Society of London Fashion Designers will present Fall Collections on the following dates: <u>July 28</u> : Norman Hartnell, Angele DeLanghe. <u>July 29</u> : Worth, Digby Morton. <u>July 30</u> : Molyneux, Victor Stiebel. <u>July 31</u> : Bianca Mosca, Charles Creed. <u>August 1</u> : Peter Russell, Hardy Amies.	INCORPORATED SOCIETY OF FASHION DESIGNERS	LONDON ENGLAND
Tuesday August 5- August 31	FALL OPENINGS OF FRENCH COUTURIERS Paris Fall Couturier Openings: <u>August 5</u> : Maggy Rouff. <u>August 6</u> : Lucien Lelong, Bruyere. <u>August 7</u> : Nina Ricci, Dior, Balenciaga, Jacques Fath, Balmain, Jacques Launay, Charles Montaigne. <u>August 8</u> : Gres, Hermes, Mad Carpentier, Rochas, Paquin, Carven. <u>August 11</u> : Jacques Heim, Jean Dresses, Lanvin. <u>August 12</u> : Robert Piquet, Madeline De Rauch. <u>August 13</u> : Heim Jeunes Filles. <u>August 31</u> : Marcelle Dormoy.	LA SYNDICALE DE LA COUTURE	PARIS FRANCE

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Monday
July 7-
July 12

FOURTH WEEK: STADIUM CONCERTS LEWISOHN STADIUM, 138TH ST. & AMSTERDAM AVE.
Monday, July 7: Conductor: Alexander Smallens. Soloists: Jesus Maria Sanroma, pianist, Todd Duncan, baritone, June McMechin, soprano. All-Gershwin.
Tuesday, July 8: Conductor: Alexander Smallens. Soloist: Irene Jacobi, pianist. Music by Weber, Schumann, Frederick Jacobi, Shostakovich.
Wednesday, July 9: Conductor: Alexander Smallens. Soloist: Yara Bernette, pianist. Music by Handel-Harty, Beethoven, and Franck.
Thursday, July 10: Conductor: Alexander Smallens. Soloist: Joseph Szigetti, violinist. All-Brahms program.
Friday, July 11: NO CONCERT UNLESS RAIN THE NIGHT BEFORE.
Saturday, July 12: Conductor: Alexander Smallens. Soloists: Jan Pearce, tenor; Giuseppe de Luca, baritone, Herva Nelli, Marie Rogndah, sopranos, Charles Danforth, baritone, Carlo Tomanelli, bass. Italian operatic excerpts.
 Publicity: Margaret Hartigan, CI. 6-4462.

Tuesday
July 8

PREMIERE: "PERILS OF PAULINE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
 Paramount technicolor musical inspired by the career of Pearl White, serial queen of the early movies, with Betty Hutton, John Lund, Billy De Wolfe, William Demarest and Constance Collier. Directed by George Marshall. Produced by Sol. C. Siegel. Costumes: Edith Head. Publicity: Edith Stone, BR. 9-8700.

Friday
July 11

PREMIERE: "COPACABANA" (Movie) BROADWAY THEATRE, B'WAY & 53RD ST.
 United Artists musical production set in the well-known New York nightclub, with Groucho Marx, Carmen Miranda, Andy Russell, Gloria Jean and Steve Cochran. Abel Green, Louis Sobol and Earl Wilson, New York newspapermen, add local color. Producer: Sam Coslow. Director: Alfred E. Green. Costumes: Barjansky. Publicity: Tess Michaels, CI. 5-6000.

Monday
July 14

OPENING: "RIP VAN WINKLE" N. Y. CITY CENTER, 131 WEST 55TH ST.
 The New York City Theatre Company will launch an 8-week season of popular priced summer stage productions. The first will be a new version of the American folk classic, "Rip Van Winkle" by Joseph Jefferson, which will play for 2 weeks. The Company's second presentation will be Bernard Shaw's "Arms and the Man", followed by "Seven Keys to Baldpate", and Orson Welles' production of "Macbeth". Members include: Haila Stoddard, Byron McGrath, Frances Reid, Grace Coppin, Philip Bourneouf, Montgomery Clift, Mildred Natwick, Herbert Berghoff and others. Publicity: Bill Doll, PL. 5-6232.

Thursday
July 17

PREMIERE: "THE HUCKSTERS" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
 MGM production based on Frederic Wakeman's best-selling novel about the uses and abuses of modern advertising, with Clark Gable, Deborah Kerr, Sydney Greenstreet, Adolphe Menjou, Ava Gardner, Keenan Wynn and Edward Arnold. Director: Jack Conway. Producer: Arthur Hornblower. Costumes: Irene. Publicity: Herbert Crooker, BR. 9-7800.

Friday
August 15

PREMIERE: "LIFE WITH FATHER" (Movie) WARNER THEATRE, B'WAY & 51ST ST.
 Warner Brothers' adaptation of the Howard Lindsay-Russell Crouse play based upon Clarence Day's humorous memoirs of life in the Day family. Cast includes William Powell as Father, Irene Dunne as Vinnie, and Elizabeth Taylor, Jimmy Lydon and John Calkins. Director: Michael Curtiz. Producer: Robert Buckner. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000. (THE WARNER THEATRE HAS FORMERLY BEEN KNOWN AS THE HOLLYWOOD)